

Bath and Shower in Nigeria

May 2024

Table of Contents

Bath and Shower in Nigeria - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Bath and shower sees retail volume sales decline amid challenging economic conditions

Bar soap performs best as the most essential category

Rising import costs impact niche categories as product prices increase strongly

PROSPECTS AND OPPORTUNITIES

Improving economic performance to drive recovery in bath and shower over the forecast period

Growing urban population to boost awareness and demand

Growing visibility and awareness of niches

CATEGORY DATA

- Table 1 Sales of Bath and Shower by Category: Value 2018-2023
- Table 2 Sales of Bath and Shower by Category: % Value Growth 2018-2023
- Table 3 Sales of Bath and Shower by Premium vs Mass: % Value 2018-2023
- Table 4 NBO Company Shares of Bath and Shower: % Value 2019-2023
- Table 5 LBN Brand Shares of Bath and Shower: % Value 2020-2023
- Table 6 LBN Brand Shares of Premium Bath and Shower: % Value 2020-2023
- Table 7 Forecast Sales of Bath and Shower by Category: Value 2023-2028
- Table 8 Forecast Sales of Bath and Shower by Category: % Value Growth 2023-2028
- Table 9 Forecast Sales of Bath and Shower by Premium vs Mass: % Value 2023-2028

Beauty and Personal Care in Nigeria - Industry Overview

EXECUTIVE SUMMARY

Beauty and personal care in 2023: The big picture

2023 key trends

Competitive landscape

Retailing developments

What next for beauty and personal care?

MARKET DATA

- Table 10 Sales of Beauty and Personal Care by Category: Value 2018-2023
- Table 11 Sales of Beauty and Personal Care by Category: % Value Growth 2018-2023
- Table 12 GBO Company Shares of Beauty and Personal Care: % Value 2019-2023
- Table 13 NBO Company Shares of Beauty and Personal Care: % Value 2019-2023
- Table 14 LBN Brand Shares of Beauty and Personal Care: % Value 2020-2023
- Table 15 Penetration of Private Label in Beauty and Personal Care by Category: % Value 2018-2023
- Table 16 Distribution of Beauty and Personal Care by Format: % Value 2018-2023
- Table 17 Distribution of Beauty and Personal Care by Format and Category: % Value 2023
- Table 18 Forecast Sales of Beauty and Personal Care by Category: Value 2023-2028
- Table 19 Forecast Sales of Beauty and Personal Care by Category: % Value Growth 2023-2028

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SOURCES

Summary 1 - Research Sources

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